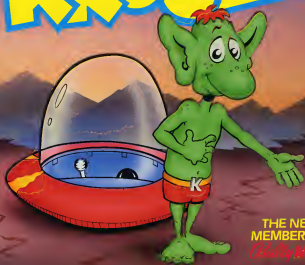


He's somewhat green...  
The spaced-out star of two sizzling new video games...  
and the most eligible alien in town!...Meet...

# KAPT. KROOZ'R



THE NEWEST  
MEMBER OF THE  
*Elmley* MIDWAY  
FAMILY IS QUITE  
A CHARACTER!

## KAPT. KROOZ'R Personality Profile

**HAIR:** Red

**BODY:** Green

**HOME:** Mothership

**OCCUPATION:** Extraterrestrial, man-about-cosmos

**HOBBIES:** Cruising celestial expanses, warding off deadly mutants, locating mothership

**MOST APPEALING TRAITS:** Cute, lovable, cosmic, outdoorsy; wears clothes well, drives late-model spaceship, ideal temperament for games, toys and unlimited variety of products, wide, versatile appeal, leadership potential

**FAVORITE VIDEO GAMES:** Wacko™ and Kozmik Krooz'r™

**PERSONAL GOALS:** To bring joy and good will to consumers through merchandising

**PROJECTED EARNINGS:** Substantial

**IDEAL LICENSEES:** Fun-loving, ambitious, sense of humor, appreciate good character traits when they see them.

**FUTURE PLANS:** Looking for the security of a long-term business relationship



### CUTE 'N CASUAL

An active alien on the go, KAPT. KROOZ'R emits an earthly appeal in irresistible casualwear ensemble designed to capture the hearts of consumers.



### SHOWDOWN CHIC

KAPT. KROOZ'R feels right at home on the range in an unmistakably sporty look of the Old West, destined to wrangle popularity and create a merchandising stampede!



### FASHIONABLY FORMAL

At home in his mothership, or out cruising the cosmos after five, KAPT. KROOZ'R's sure to be the life of the party in the eye-catching elegance of evening wear guaranteed to turn heads.



**GLADIATOR GARB**  
KAPT. KROOZ'R is dressed to kill in smart, tailored gladiator garb imported from Rome's classic Julius Caesar designer line (toga)



**PLAY BALL**  
Why phone home when you can slide home? KAPT. KROOZ'R is an undisputed hit in striking regulation baseball regalia. Sure to score big with fans.

the  
**MANY MOODS**  
of  
**KAPT. KROOZ'R...**



**BAR-B-QUE CHIC**  
At patio or poolside, KAPT. KROOZ'R sizzles in saucy biquette-resistant Bar-be-que wear that everyone will want to get their mitts on!



**WET 'N WILD**  
KAPT. KROOZ'R's all geared up to achieve new depths of marketability in an aquatically attractive wetsuit that adds a buoyant dimension to his character.



# KAPT. KROOZ'R

Get acquainted with KAPT. KROOZ'R™... the newest addition to the Bally Midway family of characters. The undisputed star of two new intergalactic video games—Kozmik Krooz'R™ and Wacko™—he's already stirring up a sensation with his captivating looks and cosmic personality. He's an ambassador of electronic fun!

He may be from galaxies beyond, but he's not your average alien. KAPT. KROOZ'R has a down-to-earth charisma that offers universal appeal. With a slightly kooky smile... a playful per-

chant for mischief... and a wacky way of getting attention... he's a natural for licensed products.

His recent appearance on the video scene puts KAPT. KROOZ'R in good company with characters who have an unprecedented track record. Bally Midway's Pac-Man Family has paved the way for proven popularity and merchandising clout.

KAPT. KROOZ'R is ready, let him build a productive future that will skyrocket sales... don't bother to phone home...

Contact  
**Bally MIDWAY**  
Character Licensing  
312-451-9200